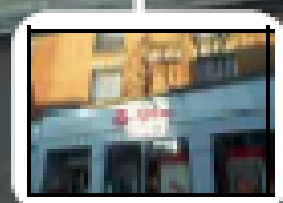
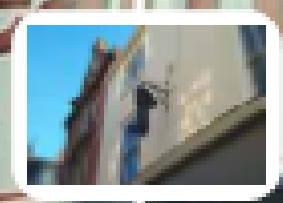
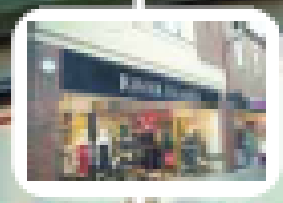
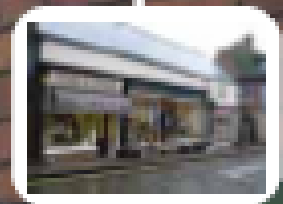
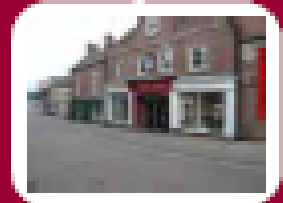


Advertisements

Supplementary Planning Document
Adopted May 2007



Pomegranate Theatre
Box Office 01246 345222

ARE WE ACCESSIBLE TO YOU? IF NOT ASK US!

کیا ہم تک آپ کی رسائی ہے؟ اگر نہیں تو ہمیں بتائیے!

你可覺得易於與我們接觸？若不同的話，請提出要求。

Czy łatwo jest skontaktować się z nami? Jeżeli nie, powiedz nam o tym!

Siamo accessibili nei vostri riguardi? In caso contrario rivolgetevi a noi!

- 我們想人人能夠明白我們。
- 我們想人人能夠讀給我們聽、與我們交談和寫信給我們。
- 若有提出要求，我們將會免費提供：* 語言傳譯，包括手語傳譯 * 翻譯成其他語言 * 以盲人點字、大字體印刷及錄音帶供給訊息。

請與我們聯絡

請翻閱

請與我們聯絡 -

一般查詢	01246 345345	手機傳文	079609 10264
傳真	01246 345252	環境查詢	01246 345734
房屋查詢	01246 345177	文康設施	01246 345096

• ہم پانچ ہیں کہ ہر گھنٹہ ہمارے پاس ہے۔
• ہم پانچ ہیں کہ ہر شخص کے پاس ہے۔
• چنانچہ درخواست کرنے پر ہم بھیجی ملت لرا ہم کریں گے :
• اشعار اور نثر کے لیے طلبہ کے لیے
• دیگر زبانوں میں لکریں اور کے لیے
• بریل، ڈاٹ بریل اور نیپ پانچ لکریں اور

یاد کر ہم سے رابطہ کریں

یاد کر صفحہ ہمیں

یاد کر ہم سے رابطہ کریں۔

079609 10264	سہ ماہی لکریں	01246 345345	ماہنامہ کے حالات کے لیے
01246 345734	اعمالیات کے حلقہ حالات	01246 345252	لیکس
01246 345096	تفریحی سرگرمیوں کے حلقہ حالات	01246 345177	ہنگامہ کے حلقہ حالات

Chesterfield Borough Council

Advertisements Supplementary Planning Document May 2007

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Advertisements Supplementary Planning Document

I.0 Introduction

- 1.1 This guidance applies generally to all advertisements in the borough, irrespective of type and location. Poorly designed and located advertisements can detract from the wider environment and compromise public safety. Especially within Conservation Areas, and when associated with Listed Buildings, the detrimental impact of poor design and location can be particularly significant. Chesterfield Borough has an important historical and architectural heritage across its full expanse. There are a number of conservation areas, buildings of architectural or historic interest, archaeological sites and historic parks and gardens which form an important part of the borough's built environment, significantly contributing to its character. The Town Centre retains many small scale buildings which reflect its market town heritage as, similarly, do the Conservation Areas of Brimington and Staveley and the other District and Local Centres.
- 1.2 Advertisements and signs are important in the proper functioning of shopping and commercial areas, and the wider economy. However, Chesterfield Borough Council considers that the display of advertisements needs to be carefully balanced against the requirement to ensure they do not have a damaging impact upon the environment or jeopardise public safety.



- 1.3 Signs and advertisements are controlled by the Town and Country Planning (Control of Advertisement) (England) Regulations 2007. The regulations permit the display of certain signs. Most advertisements require specific consent for which application is made to the Council but some categories have deemed consent by virtue of the regulations. These regulations give powers to the Council to restrict the display of advertisements in the interests of amenity and public safety and to issue discontinuance notices requiring the display of an advertisement which has deemed consent to cease.

Advertisements Supplementary Planning Document

1.4 The Department of the Environment, Transport and the Regions (D.E.T.R.) later the Office of the Deputy Prime Minister (ODPM printed 2003) has produced a useful booklet which explains the regulations in simple terms. 'Outdoor Advertisements and Signs - A Guide for Advertisers' is available free of charge from the Planning Services reception. In view of the 2007 Act there will be a new booklet issued encompassing the changes.

1.5 Paragraph 17 of Planning Policy Guidance Note 19 states:

"Many LPAs have adopted (usually after public consultation) policies, often with associated design guidance, controlling outdoor advertisements in their area, or in particular parts of their area where the display of poorly designed advertisements will be especially harmful.

Such policies and guidance can be helpful in advising prospective advertisers on the type of advertising displays which are likely to prove acceptable in the locality. The policies are sometimes associated with policies for the development of shop-fronts or commercial premises in High Street locations, or with policies for conservation areas. These policy statements will be a material factor in considering an advertisement application: as in other planning proceedings, those that are incorporated in a statutory development plan will be accorded greater weight as a material consideration.

Policy statements should give clear guidance to prospective advertisers on the likely acceptability of their proposals and provide a basis for rational and consistent decisions on advertisement applications.

Design guidance should allow for flexibility in design, avoiding excessive prescription and detail, and concentrating rather on the broad framework within which advertisement proposals will be considered.

But even though advertisement control policies or design guidance may have been formulated having regard to matters of amenity and public safety, references to these policies and guidance cannot by themselves be the decisive factor in determining whether an advertisement is to be permitted.

Because the Advertisements Regulations require that applications be considered only in the interests of amenity and public safety, taking account of any material factors, it will always be necessary to assess the specific amenity and public safety merits of the proposed advertisement display (including relevant factors mentioned in this Guidance) in relation to the particular application site."

Advertisements Supplementary Planning Document

- 1.6 Policy EVR24 of the adopted Chesterfield Borough Local Plan refers to advertisements throughout the Borough, in Conservation Areas and on Listed Buildings. The Council has prepared this Supplementary Planning Document to expand this policy and to give more detailed direction because it considers it important that standards of good design should be encouraged everywhere. This document, as a Local Development Document being part of the emerging Local Development Framework, provides guidance on the design and display of advertisements and informs applicants of the general context in which advertisement proposals will be considered. The Council has adopted positive policies for the control of advertisements and the guidance details the requirements of the Council in general terms.
- 1.7 This guidance also sets out general design considerations that the Council will apply to applications for express consent to display advertisements so as to protect amenity and public safety. This advice is also produced in the form of a checklist for applicants. All applications for the display of advertisements will be considered on their own merits.

2.0 General Policy

- 2.1 When assessing the suitability of advertisement proposals the Local Planning Authority is required to have regard to the advertisement's effect on "the appearance of the building or on visual amenity in the immediate neighbourhood where it is to be displayed. (Paragraph 11; Planning Policy
- 2.2 Guidance Note 19 "Outdoor Advertisement Control"; Department of the Environment; March 1992). The 2007 Act includes consideration of the effect on amenity caused by the noise created by an advertisement.



- 2.3 Similarly, the Local Planning Authority must have regard to the effect which the display of an advertisement may have on 'public safety'. This is defined as 'the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), on or over water, or in the air.' (Paragraph 15; P.P.G.19; D.o.E.; March 1992). The 2007 Act extends public safety to include whether the display is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle. The Local Planning Authority must assess whether the display of the advert would be so distracting or confusing as to create a hazard.

- 2.4 In carrying out its duty to control advertisements the Council will apply general Policy EVR 24 of the Replacement Chesterfield Borough Local Plan (Adopted 2006) which states:

EVR 24 ADVERTISEMENT CONSENT WILL ONLY BE GRANTED PROVIDED THAT THE ADVERTISEMENT:

- (a) **DOES NOT HARM THE APPEARANCE, CHARACTER OR SETTING OF ITS SITE OR SURROUNDINGS BY REASON OF ITS SCALE, DETAIL OR DESIGN; AND**
- (b) **PRESERVES OR ENHANCES THE SPECIAL CHARACTER OF CONSERVATION AREAS AND DOES NOT HAVE AN ADVERSE EFFECT ON THE SETTING OF LISTED BUILDINGS; AND**
- (c) **DOES NOT HAVE AN ADVERSE EFFECT ON PEDESTRIAN, CYCLIST OR VEHICLE TRAFFIC SAFETY; AND**
- (d) **IF SITED ON A BUILDING, IS PLACED SYMMETRICALLY ON THE BUILDING AND DOES NOT CUT ACROSS ARCHITECTURAL FEATURES; AND**
- (e) **IS ACCOMPANIED WITH LANDSCAPING, FENCING AND SCREENING DETAILS ON ASSOCIATED LAND WHERE APPROPRIATE.**

PROPOSALS FOR THE ERECTION OF ILLUMINATED ADVERTISEMENTS WILL BE GRANTED PROVIDED THAT ANY ILLUMINATION IS NOT DETRIMENTAL TO THE VISUAL AMENITY OF THE AREA AND DOES NOT HARM LIVING CONDITIONS BY REASON OF ITS SCALE, COLOUR, DIRECTION OR INTENSITY

- 2.5 Any advertisement which can be demonstrated to detract from the amenity of its surroundings, or to be detrimental to public safety, will be refused consent.

- 2.6 Particular care will be taken when considering the display of advertisements on Listed Buildings and in Conservation Areas. As advised in Planning Policy Guidance Note 15 "Planning and the Historic Environment", as part of the Council's duty to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area, more exacting standards will be applied to applications to grant consent for an advertisement in such areas. Policy EVR30 Conservation Areas in the Replacement Chesterfield Borough Local Plan refers to such cases.

Advertisements Supplementary Planning Document

3.0 Advertisements on Shops and Other Commercial Premises

Fascia, Wall, Projecting and Hanging Signs

- 3.1 Advertisements can make a positive contribution to the character of an area. However, poorly designed and incongruous signs can be visually intrusive.



Fascia adverts and projecting and hanging signs should always be designed to complement the style of the building and shopfront. The materials, detail and proportions of a fascia sign must be well related to the background (not merely the surface the sign is set out on, but the larger backcloth of the building as a whole) in order to avoid a disruptive and uncoordinated appearance. A new fascia

sign (Class 5) first displayed on or after 6th April 2007 will require express consent if it exceeds 1.55 square metres.

- 3.2 Too many advertisements will detract from the building. Therefore more than one projecting sign will only be acceptable in special locations such as on shops with a very wide or double street frontage or where the building is recessed. The amenity of the street is best served when projecting signs are positioned consistently.

- 3.3 The use of hanging signs and objects is often preferable to box signs which,



when illuminated are often standardised. Although these can add to the general interest of a street scene, too many can create clutter. Traditionally designed flat hanging signs attached to plain or decorative iron brackets are particularly appropriate on older buildings. Signs should be carefully sited so as not to be a hazard to pedestrians. Where they denote businesses at upper

floors or shops set back under a canopy they should normally hang clear of the building and be positioned no higher than the middle of the second storey.

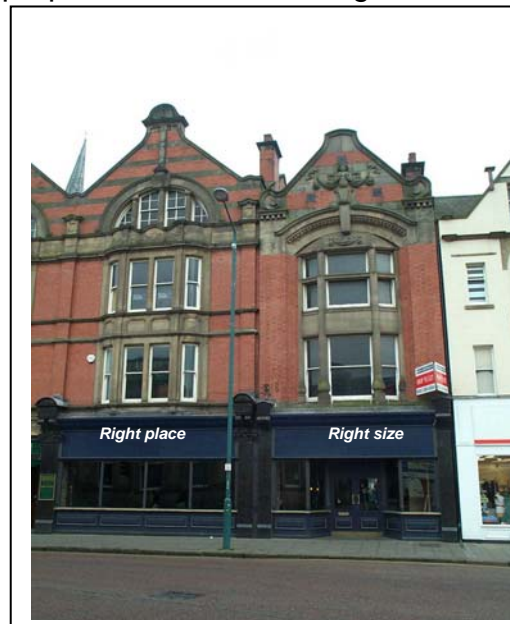
3.4 The sign should not detract from the scale, proportions and character of the building by being overly large or small. An alternative is a hanging object associated with the trade of the occupier, for example for a chemists (bottle), barber (striped pole) or footwear (boot). These add interest to shopping areas and their use will be supported, provided they are of good quality materials and workmanship.

3.5 Within **Conservation Areas**, and when associated with a **Listed Building**, advertisements must be designed and located so as to respect the unique character of individual areas and buildings. The number, size, shape, location, colour and detailed design will all have a bearing on this. Consequently, proposals should exhibit a high standard of design and good quality materials. A proliferation of signs will be resisted. Box signs and signs with a shiny or reflective finish will not be encouraged and it may be necessary for applicants, including national organisations with a corporate identity signage system, to tone down colour schemes and produce signs in traditional form and materials. The use of natural materials will be most appropriate for advertisements displayed within Conservation Areas and in association with Listed Buildings. However, designs of a high quality, which employ non-natural materials, may also meet the criteria set out in this document.

3.6 Wall signs are appropriate in circumstances where advertisement space is limited on existing fascias and inadequate space is provided on which to identify the business. However, wall signs must be used sensibly and must not be allowed to dominate large wall areas or the street scene. Care must be taken not to lose sight of the simple message to be conveyed. Their use will therefore only be permissible if they are suitably framed, take their architectural cues from and respect the proportions of the building as a whole.

Lettering

3.7 Lettering can evoke an image and provide decorative interest. The choice of lettering and illustration can reflect the use and character of the premises and should also take account of the character of the building.



- 3.8 The content of advertisements is not the concern of the local Planning Authority but the size, design and appearance of lettering and symbols/logos on them is relevant to consider. It is appropriate for applicants to consider the impact of excessive advertising on visual amenity. Therefore fascia lettering should convey the essential message of the retailer. The shop name alone will normally have most effect, and additional lettering may confuse or detract from the shopfront. Content may only be controlled if it affects amenity or public safety and will depend on individual circumstances.
- 3.9 Lettering is normally best either signwritten directly onto wooden fascias or if carried out in a traditional manner applied as individual letters. Colours are important: gilding or strong light tones on a dark background reflect light and are clearly visible at night. Rich effects can be achieved by shading and blocking of letters.
- 3.10 Individual letters can be useful particularly where there is no fascia and the lettering is attached to the natural materials of the building. Simple solid shapes will normally be appropriate and the traditional gilded lettering with a half round section is particularly appropriate for pubs and hotels.

- 3.11 Within **Conservation Areas** and when associated with a **Listed Building**, signs painted onto a fascia will be best for traditional shopfronts. It may also be acceptable to provide a hanging painted timber sign, or to apply lettering or a logo to the glass of the shop window itself. Where there is no existing fascia on the building any sign should relate to the shopfront, being on it, in it or directly above it. In some instances, painted signs or individual letters fixed directly to the building will be acceptable. In all cases the size, type and colour of lettering should suit the architectural character of the shop front and the building as a whole.

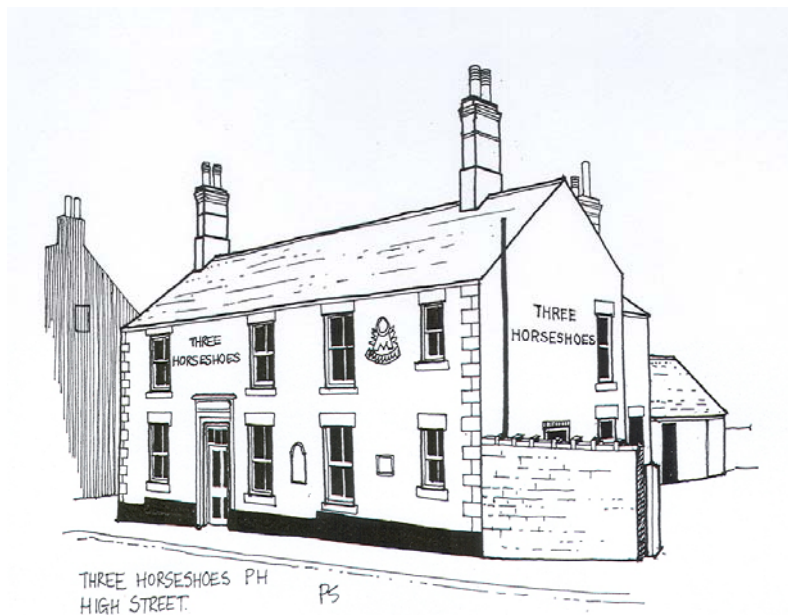
Illumination

- 3.12 Illumination of signs can contribute to the street scene where the illumination is treated as an integral part of the overall design and not merely a means of drawing attention to the advertisement. Appropriate lighting will contribute to the apparent vitality of commercial centres and a safer, well lit, environment but illuminated signage should not be seen as a means of illuminating the street. Internally illuminated box signs will not be permitted where they detract from visual amenity. The most acceptable way of illuminating box signs and advertisements is by internally illuminating the letters or characters rather than their background. This method may be permissible outside Conservation Areas as deemed consent under the Advertisement Regulations but if the building is Listed, will require Listed Building consent in any event.

3.13 External lighting can often add character to fascia signs and other forms of advertising. Subtle external lighting can also be used to enhance the appearance of the building itself at night. The Council considers that the use of unobtrusive illumination sources are preferable and wishes to promote the use of concealed 'pelmet' / 'trough' and spot illumination, with the light source being incorporated within the design of the advertisement.

3.14 Within **Conservation Areas** (except for medical or similar services displayed in a manner reasonably required to fulfil the purpose of the advertisement) and for any purpose when associated with a **Listed Building**, consent is always required to display illuminated advertisements. It may be difficult to accommodate the illumination of signs in a sympathetic way. Non-illuminated signs are considered most appropriate. Illumination of signs to public houses, restaurants and similar late opening premises will generally be acceptable, providing the source of illumination is external and the fitting and wiring for its installation are unobtrusive. A proliferation of lights will be resisted. In exceptional circumstances small, internally illuminated, individual letters or characters may be acceptable.

3.15 Similar principles of design, including lettering and illumination, apply to offices and other premises as they do to shops, in that the advertisements should respect the character and scale of the building. The character of some buildings such as restaurants and pubs can be enhanced by good signage.



4.0 Freestanding Advertisements

Advance Directional Advertisements

- 4.1 The Council is concerned at the proliferation of the display of poorly designed and located advance directional advertisements, particularly in open countryside and adjacent to major arterial routes, and wishes to ensure that this practice does not continue. These signs attempt to draw attention to the provision of goods and services but often harm the amenity of those areas where they proliferate and have the potential to create a hazard for highway users. Accordingly the Council, as Local Planning Authority, will grant express consent for the display of advance directional advertisements where it is satisfied that:
- a) they do not have a detrimental impact on the amenity or character of an area, and
 - b) they do not create a hazard to public safety by reason of distracting road users, do not resemble, and are not likely to be confused with, traffic signs, and
 - c) they are sympathetically located to complement existing features including landscape and buildings.

“A” Boards

- 4.2 These advertisements are often located on or adjacent to footpaths or paved areas, which is usually within the highway. They can cause obstruction, are generally illegal under the Highways Act 1980 and can provide a substantial hazard to sighted and visually impaired people alike. The display of advertisements on adopted highway requires consent from the Local Highway Authority, Derbyshire County Council. If approved by the Highway Authority under the Highways Act, an “A “ board would still require express advertisement consent. The Local Planning Authority would consider its design and appearance in relation to individual shop units, other commercial premises as well as the street in shopping centres and entrances to industrial estates. Reference must also be made to the guidance provided in part (d) General Design Considerations above.

5.0 Advertisement Hoardings

- 5.1 Large poster hoardings can have a significant visual impact and therefore require careful consideration. They are entirely inappropriate to the scale and character of residential areas and predominantly rural settings. However, they can help to add some colour in older industrial areas that were developed without the high standards of landscaping and screening required today. They can also visually enhance areas of generally poor environmental quality, where their scale and location is in keeping with the surroundings.
- 5.2 Consent in most cases is unlikely to be given for advertisement hoardings in conservation areas and within the setting of listed buildings because they are likely to be an incongruous feature, be visually intrusive in the historic street scene and have an adverse impact on the visual amenity of the area.
- 5.3 The Local Planning Authority is keen to ensure that where larger poster hoardings other than those permissible under the Regulations are sought, they do not have a detrimental impact on the amenity of the area. For example, in predominantly industrial and commercial areas, posters on the gable wall of buildings should, ideally, be located centrally on the wall, obscuring no significant architectural features and be of a size which reflects the overall scale of the building. Reference must also be made to the guidance provided in part (d) General Design Considerations above.
- 5.4 Further guidance on the display of advertisement hoardings is provided in the Annex to Planning Policy Guidance Note 19 "Outdoor Advertisement Control" as replaced by the Communities and Local Government Circular 03/2007.

6.0 Further Advice and Information

Making an Application

- 6.1 To make an application for consent to display an advertisement it is necessary to submit details of your proposals along with completed application forms. Copies of the forms are available from the Planning Services reception or can be downloaded from our website at www.chesterfield.gov.uk.
- 6.2 The Local Planning Authority (L.P.A.) will undertake consultations with residential neighbours and other relevant bodies. The L.P.A. will seek to determine the application within eight weeks of receipt.

7.0 Consultation

- 7.1 This document along with its Sustainability Appraisal has been the subject of an extensive public consultation exercise. Following consideration of the responses received it is adopted by the Council.

All images are portrayed with consent as acceptable examples of design.

APPENDIX 1

General Design Considerations Checklist

The Council, in assessing applications for consent to display advertisements on shopfronts and other commercial premises, will ensure that the following general questions, in the form of a checklist can be answered AS INDICATED:-

- a) Do the proposed advertisements detract from the general visual amenity of the immediate area or the overall street scene? – NO
- b) Do the proposed advertisements create a hazard or obstruction which is likely to endanger public safety? – NO
- c) Do any proposed hanging or fascia signs detract from the character of the building, or relate poorly to the scale, proportions or architectural or historic features of the building to which they will be attached? - NO
- d) Does the cumulative effect of the proposed advertisements create clutter? – NO
- e) Are mounted signs on modern buildings incorporated into areas designed for that purpose? – YES
- f) Does an appropriate visual relationship exist between individual buildings and the lettering, symbols, figures or similar features of the advertisement proposed? – YES
- g) Are any proposed light sources the minimum required to illuminate the advertisement only, well related to the advertisement and building? – YES
- h) If located within a conservation area, does the proposed advertisement preserve or enhance the character or appearance of the conservation area? – YES
- i) If located on a listed building, does the proposed advertisement detract from the building's architectural or historic character or its setting? - NO
- j) If the sign generates any noise will this be a distraction to anyone? – NO
- k) Does the sign obscure a view by any security, surveillance or vehicle speed measuring device? – NO

Are We Accessible To You? If Not - Ask Us!

- We want everyone to be able to understand us.
- We want everyone to be able to read our written materials.
- We aim to provide what you need for you to read, talk, and write to us.

On request we will provide free:

- Language interpreters, including for sign language.
- Translations of written materials into other languages.
- Materials in Braille, large print, on tape or Easy Read.

Please contact us:

Voice telephone - 01246 345345 Fax - 01246 345252

Mobile text phone SMS - 079609 10264

E-mail - eoinfo@chesterfield.gov.uk

